

## OHIO PARENTING AND PREGNANCY PROGRAM APPLICATION

Prepared by Pregnancy Decision Health Centers, Inc.

### ORGANIZATIONAL EXPERIENCE AND CAPABILITIES

*Reviewers please note, the numbers 1 through 19 in parens ( ) correspond to the item numbers in the Evaluation Criteria.*

**Agency's Effectiveness, Quality and Outcomes Achieved (1)** - Pregnancy Decision Health Centers, Inc. (hereafter PDHC) with headquarters located at 665 E. Dublin – Granville Road, Worthington, Ohio, operates 6 care centers in Franklin and Fairfield Counties of Ohio. PDHC provides a variety of childbirth promotion, parenting and family planning services, with an intentional focus on women who are “at risk” due to their age, economic and family status. Approximately 73% of PDHC’s clients have incomes below \$15,000 per year, and the majority are TANF – eligible whether they are currently receiving TANF benefits or not. PDHC’s programs support the TANF program goals, particularly the following goals:

- *to prevent and reduce the incidence of out-of-wedlock pregnancies and establish annual numerical goals for preventing and reducing the incidence of these pregnancies; and*
- *to encourage the formation and maintenance of two-parent families.*

The following factors demonstrate PDHC’s effectiveness and quality of services: a) the growth of PDHC’s client base to more than 4,000 served in 2013; b) the growth in the number of PDHC volunteers to more than 335 persons today; c) the growth in PDHC’s community collaborative partners to encompass more than 200 different health and human services agencies today. PDHC’s cumulative impact over the last 10 years is illustrated by the following statistics:

#### **Ten Year Impact of PDHC Services, 2003 to 2013**

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<b>Total Client Visits</b>	<b>38,239</b>
<b>Pregnancy Tests</b>	<b>23,744</b>
<b>Ultrasounds</b>	<b>6,456 (note, this is a 5 – year total)</b>
<b>Provided Material Assistance</b>	<b>5,678 (note, this is a 5 – year total)</b>
<b>Client Decisions for Life</b>	<b>4,567 (client - reported intentions to carry their baby to term)</b>

One of the outcome metrics that is highly significant to PDHC is the percentage of clients who are initially assessed as highly “at – risk” in their propensity to seek an abortion, but after receiving PDHC services report that their intention is to carry their unborn child to term. Based on PDHC’s agency – wide statistics, **79% of the at - risk clients who receive an ultrasound at a PDHC care center** report that they have decided to carry the child to term. In 2013 alone, this resulted in an estimated 530 children being born, who otherwise would have been aborted.

**Agency's Length and Depth of Experience Providing Services (2)** - Operating in central Ohio since 1981, PDHC has more than 32 years of experience providing family services in childbirth promotion, parenting and family planning. PDHC was founded to provide education, practical help, material aid, and emotional support to women facing distressful pregnancies. PDHC is a non-profit 501(c)(3) organization staffed primarily by more than 300 volunteers.

As the need for services grew, programs were added to keep pace with the needs of clients who have limited access to health care and support. Today PDHC operates six neighborhood client offices (Linden, West, North, Lancaster, Pickerington and OSU campus area), a 24-hour Hotline, ongoing support and healing programs, a medical clinic, parenting classes, an abstinence education program, and STD testing. The agency is funded primarily by private donations and maintains a staff of about 15. All services are provided free of charge.

In terms of the three major categories of service mentioned in the RFGA, PDHC has **more than 10 years' experience in each of the service categories** shown in the chart below:

<b>CATEGORY OF SERVICE</b>	<b>SPECIFIC SERVICES PDHC PROVIDES</b>
<b>Family Planning, etc.</b>	<i>Abstinence and STD information. Natural family planning methods education.</i>
<b>Abortion Prevention/Childbirth Promotion</b>	<i>Pregnancy Testing and Crisis Intervention. Ultrasound Testing. Educational Materials. Medical and social service referrals to assist in pregnancy choices and promote good infant and maternal health.</i>
<b>Parenting Development and Adoption Assistance</b>	<i>Maternity and baby clothing and other infant needs provided free of charge. Adoption Agency and Attorney referrals. Support &amp; education to birth parents considering adoption.</i>

Other services provided by PDHC include: a housing program providing emergency and interim housing assistance and referrals, a program to assist women and family members coping with after effects of abortion, and a youth education and media literacy program that has been successful in reducing at – risk behaviors. **For more information on the detailed services and the number of clients impacted, see the section headed Applicant Agency Profile.**

Many clients and families have needs that PDHC's wide network of collaborative partner agencies can provide. PDHC can refer clients to a network of nearly 200 different agencies and more than 100 churches.

## KEY STAFF AND EXPERIENCE

**Staff Person Assigned as Program Lead (3)** – Tim Welsh, President and CEO of PDHC, will be assigned as the Program Lead for this project. Mr. Welsh has more than 15 years' experience directing and leading two Ohio nonprofit agencies whose areas of service include childbirth promotion and parenting development. For nearly 6 years, he has led the growth of the Pregnancy Decision Health Centers to become one of Ohio's largest and most comprehensive agencies in the field of childbirth promotion. He is a graduate of Ohio University and a long – term resident of the state of Ohio. Mr. Welsh's resume appears at the end of this section.

**Staff Member Assigned as Program Outcome Manager (4)** – Ms. Julie Moore, Director of Caring Services, will be assigned as Program Outcome Manager to this project. Julie has 9 years of experience with client contact and administrative roles at PDHC. She began serving as a client care volunteer on both the Hotline and in the Caring Centers in 2002. In May 2005, Julie accepted a PDHC staff position as the Hotline Director. Since then she has taken additional responsibility for expanding PDHC's services.

Julie works to enhance and expand PDHC's outreach with innovative services that support more women in need in our area. She majored in Sociology at Missouri Valley College. Ms. Moore's resume appears at the end of this section.

**Staff Member Assigned as Fiscal Specialist (5)** – Ms. Kathy Kellogg, Director of Stewardship at PDHC, will be assigned as Fiscal Specialist to this project. She holds a C.P.A. designation and has 14 years of experience in working with fiscal programs and systems. Kathy's prior experiences include employment with three different public accounting firms. Additionally, Kathy has recently served in the fiscal monitoring and reporting capacity for PDHC's state grant to provide abstinence services.

As such, she has demonstrated skills and familiarity with the requirements of substantial public sector grant reporting and compliance activities. Ms. Kellogg's resume appears at the end of this section.

**Staff Members Assigned as Case Workers (6)** PDHC employs six Care Managers in different locations, who will be assigned to this project as Case Workers. All of these individuals have more than the required 1 year of experience in family services that promote parenting.

As an example of the type of qualifications that the Care Managers present, the resume of Kelly Kuhns appears at the end of this section.

**Additional Support Staff Key to Program's Success (7)** – PDHC has some unique staff capabilities that are available to assist this grant because of the organization's Common Sense Culture program. Mr. David Mahan who manages the Common Sense Culture program has several years' experience in producing media such as videos, advertisements and customized web pages. He uses a small studio at PDHC for the media development. This capability will be

very important in developing the Parent Education materials that are part of the proposed grant effort.

## **Timothy W. Welsh**

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### **QUALIFICATIONS PROFILE**

Seasoned, results minded, faith driven professional with extensive experience in development and managing through constantly changing environment. Experienced in developing and implementing regional and national strategies for growth and increased productivity within profit and nonprofit market segments. Extensive nonprofit development experience. Excellent background in strategic growth management. Recognized for exceptional communications, training, presentation, and collaboration skills.

Project Development/Implementation

Budget Planning & Forecasting

Anticipating Economic Climates  
Knowledge

Diverse Sociodemographic

Donor Relationship Building

Due Diligence

Strategic Mindset

Exceptional Technical Expertise

Compassionate Leadership

Persistence

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### **KEY ATTRIBUTES**

Fiercely dedicated to principle

Participatory management expertise

Collaborative visionary

Imaginative development leader

Outstanding mentor and coach, leading all team members to increased professional achievement

Able to identify, established, and maintained key strategic partnerships

Deeply in love with Jo Anne, wife and partner for 32 years

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## **PROFESSIONAL EXPERIENCE**

### **PREGNANCY DECISION HEALTH CENTERS (PDHC) - Columbus, Ohio 2008 - Present**

#### **President, CEO**

Responsible for all activities of Central Ohio nonprofit agency. Direct the activity of a staff of 17. Nationally known for innovative, productive fundraising strategies. Formulated, developed and implemented all aspects of a three year strategic plan. Navigated PDHC through dynamic economic environment while increasing service availability to clients. Decreased expenses 30%. Increased community awareness. Well known for innovative leadership and results management.

Initiated and maintained workable organizational chart, employee evaluation system, key metric measurement, and communications structure. Initiated and maintained public awareness profile and have embarked on a re-branding of PDHC. Reduced staff to gain productivity. Initiated new service vehicles (online consultation, Resource One) for more efficient delivery of service. Personally raised all funds for the purchase of the Lancaster Care Center in nine months.

### **SPRINT NEXTEL CORPORATION - Columbus, Ohio 1997 - 2008**

#### **Public Sector Account Executive (2006-2008)**

Managed named accounts in a geographic territory. Accounts included Ohio Department of Transportation, Ohio Environmental Protection Agency, Ohio Department of Commerce, Office of Budget and Management. Assigned to all health care accounts within Columbus, Ohio Market.

#### **Senior Area Data Sales Manager (2001-2006)**

Directed all activities of Data Sales Team in the Ohio Valley Area. Recruited, hired, and retained Data Account Executives. Grew Data Team from 10 to 15 Data Account Executives. Quadrupled revenue in 10 months. Developed and promoted six employees in two years.

**Account Executive**

**Senior Account Executive**

**Major Account Executive**

**Data Account Executive (1997-2001)**

Managed Enterprise/Public Sector accounts in a geographic territory. Accounts included Nationwide Insurance, Xerox, Time Warner, City of Columbus. Specific concentration on acquisition and penetration.

**THE OHIO RIGHT TO LIFE SOCIETY - Columbus, Ohio**  
**- 1997**

**1987**

**Executive Director (1990-1997)**

Directed all operation of state-wide non-profit corporation including development, corporate relations, budgeting, strategic planning, donor relations, and training and supervision of staff of ten. Orchestrated activity of more than 100 local affiliates. Planned, developed, and implemented statewide fundraising strategy. Initiated and grew major gift fundraising department.

**Director of Development (1987-1990)**

Responsible for all giving to the organization including corporate grants, individual giving, planned giving, and events. Planned, developed and implemented massive teleprospecting and direct mail campaigns. Planned, developed and implemented major gift fundraising strategy. Nationally recognized for fundraising skills.

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**EDUCATION AND TRAINING CERTIFICATIONS**

Ohio University - Athens Ohio  
**Administration**

**Bachelor of Business**

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### **ADDITIONAL QUALIFICATIONS**

**Major Gift Chair, St. Mary of the Assumption Church Restoration -  
Lancaster, Ohio**

**Major Gift Chair, William V. Fisher Catholic Endowment Drive - Lancaster,  
Ohio**

**Raised all Funds to Build New Clothing Store/Food Pantry - McArthur, Ohio**

**Past President, Diocesan Secondary School Board - Columbus, Ohio**

**Recipient, Bishops Award for Outstanding Service to the Catholic  
Community**

# Julie Moore

## Accomplishments

- Ten years of proven leadership experience serving at-risk populations.
- Strengthened community connections to services - opened three new client care sites, increased web-presence, and streamlined scheduling.
- Fostered an increased growth in all areas of client services - 15% increase in client visits, 40% increase in reaching target audience, 77% increase in ultrasounds provided, and 61% increase of women choosing to continue their pregnancies.

## Professional Experience

### Director of Caring Services— PDHC ▪ July 2011 – present

- Responsible for all areas of client services, oversight includes: six care centers, hotline, and online chat operations, 11 staff reports and 100+ volunteers.
- Promote healthy pregnancy/childbirth and abortion prevention by leading medical and non-medical staff to provide early access to pregnancy confirmation, connection to prenatal care and resources, and parent mentoring programs.
- Operated in accordance with budget planning and constraints.
- Monitor and evaluate staff performance by providing direction and review in a collaborative environment.
- Develop and ensure adherence to proper policy and procedure, including meeting OSHA safety standards.

### Manager of Care Connections— PDHC ▪ May 2005 – July, 2011

- Provide training and direction to 17+ staff and volunteers and prospective volunteers; including monitoring performance, training, and annual evaluations.
- Maintain the hotline and online schedule to insure that Care Connection staff and volunteer use is maximized in order to provide comprehensive coverage and access to PDHC Caring Services by those in need.
- Provide direct care to clients through Connections Services and in the Caring Centers.

### Administrative Assistant, Accounting Assistant – Ohio CAT ▪ September 1999 – May 2005

- Performed a broad range of administrative duties to support the General Manager and all reporting departments.
- Effective verbal and written communication with customers, vendors, inter-management and staff; maintained a high level of confidentiality.
- Organized departmental meetings and events as needed.
- Processed payables and receivables.

## Computer Skills

MS Word, MS Excel, MS Publisher, MS PowerPoint, MS Outlook, LivePerson, ActivaLive Chat

## Education



Indiana Wesleyan University, Marion, IN  
Masters of Organizational Leadership, Expected Graduation: February 2016  
Bachelor of Arts, Liberal Arts (GPA 3.9)

## **Kelly Kuhns, BSN, RN**

### **Summary of Experience**

- Currently, working as a Nurse Manager for PDHC.
- Certified by the American Heart Association; the BLS for healthcare providers.
- Attended clinical on a labor and delivery unit at Doctors Hospital, pulmonary unit at Nationwide Children's Hospital, orthopedic unit at Grant Medical Center, urology unit at Riverside Methodist Hospital, rehabilitation unit at Regency Manor, and mental health unit at Twin Valley.
- Worked as a Patient Care Assistant and a Unit Coordinator for three and a half years on the mother-infant unit and for six months on the surgery-trauma intermediate care unit at Riverside Methodist Hospital.

### **Education- GPA 3.86**

Bachelor of Science in Nursing: Ohio University, Athens, OH, December 2013

Core Courses: community health, transcultural nursing, health assessment and promotion, evidence-based nursing, leadership in nursing, professional nursing practice, and family nursing.

Associate Degree of Nursing: Columbus State Community College, Columbus, OH, June 2012

Core Courses: nursing skills and concepts, health promotion of women and families, medical and surgical nursing, human growth and development, educational psychology.

### **Experience in Health Care**

2012- Current PDHC as a Nurse Manager.

- Supervise staff/volunteers, scheduling volunteers, schedule and assist doctor, training new staff/volunteers, evaluate charts, data entry, create/revise informational sheets on abortion, pregnancy, birth control.

- Perform pregnancy tests, test for sexually transmitted diseases, perform limited ultrasounds, provide client education, provide and recommend available resources at PDHC and in the community.

2006-2006      Surgery trauma intermediate care unit at Riverside Methodist Hospital as a Patient Care Technician and Unit Coordinator.

- Assisted the registered nurse with vital signs, ambulated patients, wound care, transported patients, Foley catheter care, etc.
- As a unit coordinator: put together charts, input data into computer, customer service, floated to other units, etc.

2003-2007      Worked on the post-partum unit at Riverside Methodist Hospital as a Patient Care Assistant and Unit Coordinator.

- Assisted the registered nurse in caring for patients by obtaining vital signs, ambulating patients, bathing patients, charting intake and output, etc.
- As a unit coordinator: scheduled beds, put together charts, input data into computer, customer service, etc.

## **Employment History**

2012-Current    Nurse Manager and Case Worker, PDHC, Columbus, OH.

2007-12          Full-time homemaker and student, Columbus State Community College, Columbus, OH.

2003-07           Patient Care Assistant/Unit Coordinator, Riverside Methodist Hospital,  
Columbus, OH.

## **Additional Education**

- Mandated Reporter Training 10/2012
- Turning up the Volume on Infant Mortality 11/2012
- Limited Ultrasounds 01/2013
- Heartbeat International Conference 03/2014
- What's Up with HPV? 03/2014
- Understanding Perinatal Comfort Care 03/2014

- Medical Issues in Clients from Developing Nations 03/2014
- Update on Abortion Pill Reversal 03/2014
- Building Bridges to Breastfeeding Duration 05/2014

## **Kathy Kellogg, CPA (inactive)**

### **Key Skills**

**Technically Proficient** – Grant accounting and reporting, A-133 federal grant reporting and auditing; finance (public and private sources of debt and equity); internal control identification, testing and recommendations; GAAP, internal and board reporting; taxes; cash management; mergers and acquisitions; asset/liability management; human resources; administration

**Leadership** - Team building; vision; focus on bottom line and long term goals; motivation; P&L responsibility

### **Professional Experience**

#### **Not-For-Profit Experience**

**Director of Stewardship**– PDHC, June 2010 – present; April 2007- February 2008

- Responsible for all areas of accounting, financial reporting, cash management, and human resources.
- Responsible for accounting and managing all financial aspects of grant related income and expenses.
- Manage vendor relationships and negotiate terms.
- Develop and ensure proper internal controls around key accounting functions.
- Develop budget for all areas of the Organization and ensure compliance within budget constraints.

#### **Public Accounting Experience**

**Assurance Senior Manager**– Cohen & Company, February 2008 – June 2010

**Assurance Manager** - Schneider Downs & Company February 2001 – October 2006

**Assurance Staff** - Arthur Anderson LLP, August 1999 – February 2001

Managed audit of multiple engagements, gaining valuable hands-on integrated audit experience with publicly traded, private and not-for-profit clients.

- Led the planning and finalization of engagement scope and development of audit strategy
- Built rapport and established trust with a variety of client personnel while identifying, communicating and resolving issues.
- Provide coaching and mentoring for subordinate team members.

## **Education & Credentials**

Certified Public Accountant (CPA) inactive – Ohio

Capital University

Bachelor of Arts, Accounting Major, 1999

# David Mahan

## **Education and Certifications**

1993-1994 The Ohio State University

1995-1998 World Harvest Bible College

- Pastoral Studies Diploma -  
Graduated Cum Laude

2004 - Ordained as a Minister

## **Experience**

2002-Present Frontline Youth Communications / Pregnancy Decision Health Centers

### **National Speaker/Program Consultant**

- Large and small group presentations addressing positive youth development
- Professional development training for educators, social workers and federal grantees on effective communication skills and youth culture. - Program Development, Consultation and Sales
- Marketing campaign design coordination
- Contract with such groups as the Administration for Children and Families, state and local health departments, school districts and religious organizations.

2000-2003 Pregnancy Decisions Health Center

### **Youth Educator**

- Classroom curriculum presentations (inner city, suburbs and juvenile facilities)
- Marketing campaign design and coordination

1997-2003 Highly Favored Cleaning Company

## **Owner**

- Commercial cleaning
- Hauling and demolition

## **APPLICANT AGENCY PROFILE**

**Services Provided, Geographical Coverage and Unique Features (8)** – PDHC provides a comprehensive array of services that include the following features:

**PREGNANCY TESTING AND CRISIS INTERVENTION:** Over 4,000 clients were seen in client offices in 2013 and 1,981 pregnancy tests were done. Abstinence and STD information and education are offered to all clients.

**ULTRASOUND:** The overwhelming majority of women considering abortion change their mind after viewing an ultrasound image of their baby. In 2013, PDHC performed 1,254 ultrasounds and a total of **659** women chose to continue their pregnancy instead of abort. Out of this group of 659, about 530 or 83% had been assessed as at – risk for terminating their pregnancy, prior to receiving PDHC services.

**MEDICAL CLINIC:** Women in need receive consultation with a physician, ultrasound examination, pregnancy test, educational materials, and medical and social service referrals to assist in pregnancy choices and promote good infant and maternal health.

**ONGOING SUPPORT SERVICES:** An individualized program equipping teens, women and men to make positive & permanent physical, relational, spiritual, educational, and vocational decisions for themselves and their families. We train and partner with churches and other organizations that have volunteers available to serve a wide range of client needs.

**MATERIAL AID:** Maternity and baby clothing and other infant needs are provided free of charge. Clients are encouraged to attend parenting education and relationship classes where they earn “points” to redeem for baby/maternity items.

**HOUSING PROGRAM:** Emergency and interim housing referrals, rental security deposit payments, emergency shelter funding, and host homes provide housing for clients in crisis.

**LIVING IN COLOR:** A seven week workshop designed to help women and men who have experienced abortion and who suffer from Post-Abortion Syndrome, a form of post-traumatic stress.

**ADOPTION SUPPORT:** Adoption Attorney and Agency referrals are provided to clients when appropriate. Support & education are also provided to birth parents considering adoption.

**COMMUNITY REFERRALS:** (LEGAL, MEDICAL, HOUSING, FINANCIAL, AND EMPLOYMENT): PDHC presently networks with more than 200 agencies and programs and more than 100 churches to provide creative solutions to health care and other needs.

**Geographical coverage** of PDHC's Care Centers assures that services are accessible to significant populations of people whose characteristics fit the service profile, specifically young women and families of low to moderate income. The Centers serve a mix of urban and suburban communities in Franklin and Fairfield Counties. Five of six Centers are on bus lines, and the sixth is located near a major crossroads of a suburban community. The following information describes the location of the Care Centers and the neighborhoods and populations they serve:

**The North Care Center** at 5900 Cleveland Avenue in Northeast Columbus serves residents in Northeast Columbus, South Westerville areas. These areas are “transitional neighborhoods” with a large number of apartment communities. There are many low to moderate income families, and a higher percentage of single-parent families than the county as a whole.

**The Linden Care Center** at 2052 Cleveland Avenue in the Linden neighborhood of Columbus serves residents in the predominantly low – income Linden area. This has perennially been one of the neighborhoods with the highest rates of dropping out of school and a very high rate of single parent families living below the poverty line.

**The West Care Center** at 4111 West Broad Street, Columbus serves residents in Columbus' West Side and “Hilltop” neighborhoods. These neighborhoods also have a history of high school dropout rates and single parent families living below the poverty line.

**The OSU Care Center** at 22 E. 17<sup>th</sup> Avenue, Columbus serves both the Ohio State University and the nearby South Campus and Weinland Park neighborhoods. A high number of younger women and men inhabit the area.

**The Lancaster Care Center** at 1590 E. Main Street, Lancaster, Ohio, is the only center of its type serving this older, former industrial town. There are many low to moderate income families in the area.

**The Pickerington Care Center** at 49 Hill Rd. North, Pickerington, Ohio serves populations in Pickerington, Canal Winchester and Reynoldsburg areas. These are all transitional neighborhoods which were formerly middle class, but now have an increasing number of low to moderate income families

**Demographic Information and Family Composition Statistics (9)** – PDHC maintains, tracks, and regularly compiles demographic and family composition statistics based on information provided by clients. Regarding client age groups, more than 60% of clients are young adults in their 20's. The number who are teenagers is a smaller proportion of clients served:

<b><i>PDHC Clients Served by Age Group Between 1/1/2013 and 12/31/2013</i></b>		
<b>Client Age Range</b>	<b>Number Served</b>	<b>Percentage of Total Served</b>
Under 15 Years	13	0.6%
15 – 19 Years	343	15.6%
20 – 24 Years	791	36.0%
25 – 29 Years	548	24.9%
30+ Years	490	22.3%
Unknown Age	15	0.7%

More than 60% of PDHC's client base are minority individuals, which is also significant because this proportion is twice the percentage of minorities in the general population of Franklin County (30%). African – American clients represent the largest category of ethnicity among PDHC clients:

<b><i>PDHC Clients Served by Ethnicity Between 1/1/2013 and 12/31/2013</i></b>		
<b>Ethnic Makeup</b>	<b>Number Served</b>	<b>Percentage of Total Served</b>
African American	835	38.0%
Asian/Pacific Islander	74	3.4%
Caucasian	821	37.3%
East Indian	4	0.2%
Hispanic/Latin American	154	7.0%
Multi - Racial	97	4.4%
Native American	5	0.2%
Other	192	8.7%
Unknown	18	0.8%

In terms of marital status, less than 30% of PDHC clients are married (or engaged to be married), with about 70% being singles or those who are divorced, separated or widowed:

<b><i>PDHC Clients Served by Marital Status Between 1/1/2013 and 12/31/2013</i></b>		
<b>Marital Status</b>	<b>Number Served</b>	<b>Percentage of Total Served</b>
Cohabiting	54	2.5%
Divorced	39	1.8%
Engaged	186	8.5%
Married	464	21.1%
Separated	71	3.2%
Single	1358	61.7%
Unknown	25	1.1%
Widowed	3	0.1%

In terms of economic status, 73% of PDHC clients have incomes below \$15,000 per year. That said, the majority are close to the poverty level and well below the median income level for Fairfield and Franklin Counties of Ohio.

#### **Current Organizational Chart and Key Management and Administrative Personnel (10) –**

The PDHC organization chart on the next page shows key management personnel. In



addition to **Tim Welsh, Julie Moore, David Mahan and Kathy Kellogg**, whose profiles appeared in the Key Staff section, other management personnel include **Rachel Brabb** who oversees a variety of fundraising projects that benefit the organization, and **Erin Brown** who conducts community outreach projects that build collaborative partnerships with a network of organizations in the community. All of these managers have multiple years of experience in roles supporting the promotion of childbirth and the development of healthy families.

## **PROGRAM DESIGN**

### **Planned Uses of Funds and Three Program Activities That Will Be Enhanced (11,12) –**

Based on funding use categories described in the RFGA, PDHC plans three **(3) different uses:**

- A. **Increase Numbers Served.** The number of families served will increase by approximately **550** families during the term of the grant. This will occur due to a combination of the introduction of new, parent education resources described in B. below, and the geographic expansion described in section C. below.
- B. **Provide Expanded or New Services.** PDHC has been very concerned about the issue of infant mortality. Ohio still has a higher rate of infant mortality than other similar states. Ohio's 2012 rate of 7.56 infant deaths per 1,000 in the first year of life is significantly higher than the national rate of 6.05. Sixteen states have experienced significant reductions in infant mortality rates in recent years, while Ohio's rate remains stagnant.

Through this grant, PDHC intends to make available additional Parent Education resources that will address this pervasive problem. PDHC, using its internal studio facilities that are utilized by the Common Sense Culture project, will develop several videos on key parent education topics. Topics may include risk areas such as smoking and drinking during pregnancy, preventing Sudden Infant Death Syndrome (SIDS) and other areas which affect the vital health of newborns. Copies of the videos will be provided to the new parents that PDHC encounters at its parent education workshops, and will also be distributed to selected partner agencies. PDHC will also purchase and make available additional print resources on parent education.

PDHC will also use this grant to complete development of an online client resource referral directory. This online database will allow clients to search for a variety of services to assist their needs. PDHC will contract with an experienced programmer to complete development of this resource, pilot test its effectiveness, and make the directory accessible through the PDHC web site.

- C. **Expand the Geographical Area Served.** As stated previously, PDHC provides services through 6 Care Centers located in Franklin County and Fairfield County, Ohio. Those centers provide convenient access to people located in some of central Ohio's low to moderate income neighborhoods.

The **Franklinton neighborhood** in Columbus' Near West Side, however, is one of central Ohio's most perennial communities of poverty. The poverty rate in this area is 3 times the county average, and the school dropout rate of more than 50% means that there are few role models of success for teens and young adults to follow. Through this grant, PDHC will be able to operationalize an intention to create a **7<sup>th</sup> Care Center in Franklinton**.

This new Care Center will be co-located with a partner agency, Lower Lights Christian Health Center (LLCHC). PDHC will be able to provide services using space leased at a modest rate from LLCHC at its facility at 1160 West Broad Street in Franklinton. This partnership will be mutually beneficial in several ways.

First, LLCHC is a Federally – Qualified Health Center and is a NCQA – recognized Patient Centered Medical Home, Level III—the highest level achievable. This means that PDHC clients, regardless of their financial status or ability to pay, will be able to access high quality medical care including family medicine, dental care and lab services at the same location. It also means that LLCHC will be able to refer clients with at-risk pregnancies to PDHC for services in childbirth promotion, family planning and parenting assistance.

PDHC and LLCHC have been collaborating and referring clients to one another for more than 5 years. The agencies have very similar values and mission statements. The proposed new collaboration is an effective strategy to enhance each agency's services and outreach in a cost – effective manner.

PDHC will promote the availability of the new Center through a variety of marketing methods, including billboards in the area, external signage, door – to – door flier distribution in the Franklinton neighborhood, communications to area churches, Google advertising and updates on the PDHC website.

The table below illustrates an estimate of the numbers of new individuals that PDHC will be able to serve through the enhanced services that this grant will provide:

<b>Program Services to be Enhanced</b>	<b>New Number Served</b>
Counseling Services – to be provided at new Franklinton Care Center	300
Diapers – to be provided at new Franklinton Care Center	100
Health Care – to be provided at new Franklinton Care Center	100
Parenting Classes and Parent Education Resources – to be available at all Care Centers	250

**Relationship with Partner Community Agencies to Carry Out Program Activities (13)** –

The chart below describes some of the collaborative partnerships that will enhance the proposed grant, and serve a significant number of PDHC clients:

<b>Agency Name and Office Location</b>	<b>Roles and Functions for Applicant and Agency</b>	<b>Services the Agency Will Provide</b>	<b>Prior Partner Yes/No</b>	<b>Years Partnering with PDHC</b>
<i>Lower Lights Christian Health Center 1160 w. Broad, Columbus, OH</i>	<i>Coordinate health and birth promotion</i>	<i>Provide space for new Franklinton Care Center and health care services on site.</i>	Yes	5+ Years
<i>Westar Ob/Gyn 444 N Cleveland Ave. Columbus, OH</i>	<i>Coordinate prenatal care and related health services</i>	<i>Provide pre-natal care and obstetric and gynecological care.</i>	Yes	5+ Years
<i>Franklin County Dept. of Jobs and Family Services, 1721 Northland Park Ave., Columbus, OH</i>	<i>Provide government material aid to PDHC clients</i>	<i>Case management for TANF, WIC, Job training and placement services.</i>	Yes	5+ Years
<i>Knights of Columbus 1 Columbus Plaza New Haven, CT</i>	<i>Provide benevolent assistance</i>	<i>Through a grant, will provide major funding for an ultrasound unit for Franklinton Care Center.</i>	Yes	5+ Years
<i>Mt. Carmel Health Systems 6150 E. Broad Street, Columbus, OH</i>	<i>Provide healthcare for clients</i>	<i>Provide mammography testing for PDHC clients.</i>	Yes	5+ Years
<i>Value Life Ministry of Vineyard Columbus, 6000 Cooper Rd. Columbus, OH 43081</i>	<i>Assist new parents with practical needs</i>	<i>Provide newborn clothing, assistance with apartments and providing furniture, 150+ served yearly.</i>	Yes	5+ Years
<i>Fairfield Medical Center 401 N. Ewing Lancaster, OH 43130</i>	<i>Provide healthcare for clients</i>	<i>Referral option for pre-natal care.</i>	Yes	5+ Years

**Eligibility Requirements for the Services Provided (14)** – The only eligibility requirement is that the client is currently or potentially facing a crisis pregnancy situation, or is coping with the after - effects of such a situation, which could range from needing support as a new parent to dealing with the psychological and physiologically effects of an abortion. Because of PDHC's wide range of collaborative partner agencies, PDHC is able to refer people with other types of needs to the agencies best suited to provide assistance.

**Description of the Target Audience that Will Be Serviced by the Provider (15)** – The target audience that PDHC aims to serve is driven by the characteristics of the population that are at highest risk for having an abortion. The Ohio Department of Health's annual report, *Induced Abortions in Ohio 2012*, illustrates the demographic and family characteristics of persons in our

state who had abortions. This target audience consists largely of young, adult women who tend to be single, separated or divorced, more so than to be married. The target population includes all races and ethnicities, but minorities have a higher representation than their relative proportion of the general population.

In summary, the report indicates that nearly 80% of abortions were performed on women in the age ranges of 20 – 35 years of age. PDHC's client statistics show a similar pattern, with 84% being age 20 or more years.

The ODH report also indicates that 85% of abortions involved women who were never married or were separated or divorced. Here, PDHC's client statistics show a similar pattern, with more than 70% being single, separated, divorced or widowed.

The ODH report shows that minorities are over – represented in the population receiving abortions. For example, 38% of abortions were performed on African – Americans, although that ethnic category represents just 13% of Ohio's population. Again, PDHC's client base of approximately 60% ethnic minorities is a larger proportion than Franklin County's 30% minority population.

PDHC's selection of Care Center locations, and design of media and outreach materials has been informed by these target audience characteristics.

## **PROGRAM OUTCOME MANAGEMENT (2 pgs.)**

**Intended Outcomes for the Program and Indicators the Agency Will Use to Measure Effectiveness (16)** – Program outcomes for this grant will include both “process” or infrastructural outcomes and also outcomes which will measure client activity and change.

The “process” objectives will be measured by the extent to which PDHC meets the following key milestone deadlines. Information on progress toward these outcomes will be included in PDHC’s proposed Quarterly Reports to ODJFS:

- A new Care Center in Franklinton will begin serving clients by August 31, 2014
- New parent education materials will be developed and distribution will begin by December 31, 2014

The outcome objectives will be measured by tracking the number of clients served by the following:

- The number of new clients visiting the Franklinton Care Center between its opening and the end of the grant period at June 30, 2015. The goal is **300 clients**.
- The number of clients at all Care Centers attending parent education sessions at which the new parent education materials are utilized and/or distributed. The goal is **250 clients**.

PDHC will produce Quarterly Reports for ODJFS summarizing the progress in terms of the number of new clients each quarter accessing the Franklinton Care Center, plus the number of clients each quarter accessing the new parent education materials. These Quarterly Reports are in addition to any fiscal reporting that ODJFS will receive from PDHC.

**How Program Data Will be Maintained and Confidentiality Maintained (17)** – PDHC has developed policies and procedures to safeguard program data and to maintain client confidentiality. PDHC is committed to the confidentiality of its clients. Conversations in the center and through hotline, online, text or chat services will be maintained in strict confidence. Staff will not disclose client information to family or friends of those who come to or call PDHC without the written permission of the client. Exceptions are as listed: 1) Client is suicidal; 2) Client is homicidal; 3) Client is a minor and in an abusive situation as defined by law.

PDHC has defined Standard Operating Procedures for confidentiality, and communicates these procedures in staff training sessions and through the organization’s operating manual. Some of the SOPs are as follows:

1. Client interview should be done in a confidential area.
2. Pregnancy test results are to be given to the client only.
3. Follow-up calls (as permitted by client on intake form) may discuss confidential information. Do not respond to inquiries by phone regarding client information.

4. PDHC personnel are responsible for maintaining the confidentiality of private information. Disclosure by and between volunteers and staff should occur only as necessary to carry out job functions.
5. Never contact the client without permission. When calling for purposes of follow-up, do not identify you are calling from PDHC or your reason for calling to anyone other than the client unless you have the client's permission.
6. Texting must not be used to communicate confidential information, such as test results, doctor's reports, or recommendations for care.
7. All client records are to be kept in a secure file. Files should be contained behind locked doors, and/or cabinets when unattended. Never leave client forms face up around the office or leave records unattended. Do not leave any notes or materials lying in the offices with client names on them.
8. Restrict removing client records from the office to only what is medically necessary for quality care.

## **SUB – GRANTEES AND VENDORS**

**Description of Subgrantees/Vendors for this Program (18)** – PDHC will not be contracting with subgrantees such as other nonprofit agencies to deliver direct client services. PDHC's own staff and volunteers will carry out the proposed activities relating to promotion of childbirth, family planning and parenting assistance.

PDHC will be using vendors for supportive functions such as client outreach and occupancy for the new Care Center in Franklinton. As such, the vendors will be organizations specializing in activities such as signage, advertising, provision of Internet and communications services. In the cases where there is more than one potential vendor, PDHC may seek multiple bids based on the guidelines described below.

**Monitoring Process for Subgrantees/Vendors (19)** – PDHC's Standard Operating Procedures include guidelines for selection/monitoring of vendors. For example, for all contracted products/services where the expenditure will be \$1,000 or more, PDHC will obtain at least two (2) bids for the products/services. PDHC's accounting system will track the receipt of ordered items/services and the status of payables incurred by PDHC. This assures that PDHC will only pay for items/services actually received, and that the payments will occur in a timely manner.